125,000 HAMMERS

Sold Through This Idea!

LAST YEAR the hammers sold through this EVANSVILLE Portable Display Tray far exceeded any ordinary expectations! The gratifying part of all this success is that dealers who feature this tray come back again and again with repeat orders. Now—because of this tremendous volume of sales—we are again offering this hammer tray on the old basis.

This tray requires only 18 square inches of space. It reduces your selling expenses and increases your profits. It is the kind of display used successfully in chain stores. It is a proven method of moving merchandise. Hundreds of dealers are now using this EVANSVILLE Hammer Tray—and profiting by bigger sales!

Only 16 oz. Bell Face Hammers are displayed in this tray—all popularly priced. They meet every need of the householder or of the expert tool user. If you place this display on your counter—or in your window—you will increase your hammer sales—just as hundreds of dealers have done in the past, and which we know you can do.

CATALOG No. 90

The tray pictured above is furnished free. It is made of extra heavy cardboard, covered with a bright orange glazed paper. It presents a powerful selling appeal.

Here's Our Proposition—	Your Cost	Retail Value
½ Doz. 16 oz. Bell Face Crescent Nail Hammers.....@	$2.00	Net $ 3.00 (50c each)
½ Doz. 16 oz. Bell Face Acme Nail Hammers.....@	$3.00	Net $ 4.50 (75c each)
½ Doz. 16 oz. Bell Face Red Tip Nail Hammers.....@	$4.00	Net $ 6.00 ($1.00 each)
1½ Doz. 16 oz. Bell Face Hammers .....@	$9.00	Net $13.50

(To the Inter-mountain and Pacific States, slightly higher)

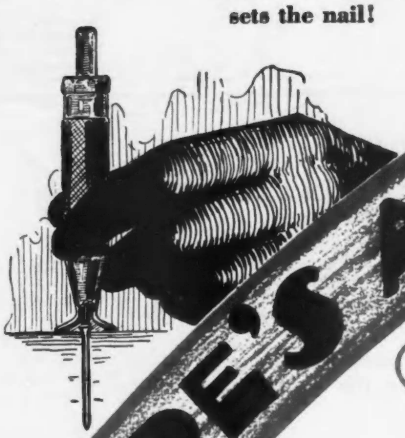
The Crescent Hammer is painted Black, has a Polished Face and a Green Stained Handle—a good quality tool for 50c retail. . . . The Acme Hammer is nicely ground with Black Painted sides, Polished Claw and Face, and Green Stained Handle—a real value to retail at 75c. . . . The Red Tip is Standard Full Polished, with natural grain White Handle—an unusual value for $1.00. . . . (All 16 oz. Bell Face Pattern Hammers, Drop Forged—not cast—each individually tempered.

Whether or not you have hammers in stock, it will pay you to feature this EVANSVILLE Tray in your store. The hammers you sell through this idea are *extra profits*. Please order through your jobber, or write direct to

EVANSVILLE TOOL WORKS, Incorporated

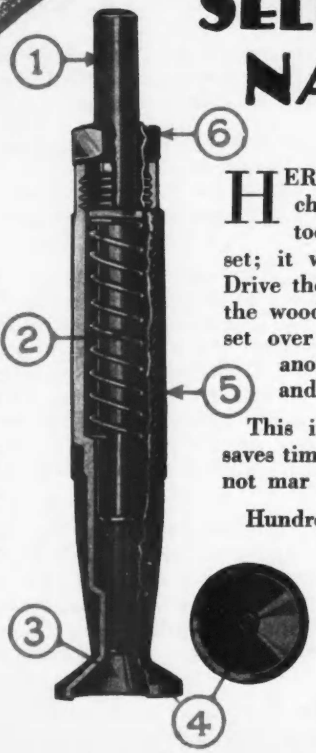
Evansville - Indiana

THE nail set automatically centers itself over the nail. Saves time, saves fingers. Will not mar the wood. One blow sets the nail!



HERE'S A NEW ONE!

TESTED SELF-CENTERING NAIL SET



1—Special Tool-Steel Plunger.

2—Non-wear Steel Spring.

3—Conical guide that centers nail set on nail head automatically.

4—Cup shaped point to fit all finishing nail heads up to 12 D.

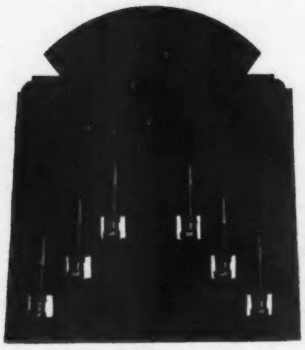
5—Knurled Outer Shell of Polished Steel.

6—Hexagonal Assembly Nut that holds all working parts in place.

HERE'S a new tool that all mechanics will want to add to their tool kits! A *self-centering* nail set; it works exactly as it is named. Drive the nail within safe clearance of the wood, cap the conical shaped nail set over the head of the nail, drive another blow with the hammer—and the nail is set!

This ingenious device saves fingers, saves time, and saves the finish. It will not mar the wood.

Hundreds of retailers are already featuring and selling the TESTED Self-Centering NAIL SET. This little tool is going over big! The handy coupon will carry your requirements back to us. We'll ship through your jobber. There's nice profit in this quick sale item for you.



Catalog No. 70

COUNTER CARD

Six TESTED Self-Centering NAIL SETS packed with attractive counter display card. Each tool retails for 50c. Dealer's price $2.00 per card of six Sets. Dealers place the card complete on their counters and sell the six Sets for a total of $3.00. Send the coupon NOW

A New One from the

EVANSVILLE TOOL WORKS, INC.

Evansville, Indiana

Makers of the TESTED Brand
HAMMERS, HATCHETS, AXES, CHISELS, SLEDGES, and AUTO REPAIR TOOLS

MAIL THIS COUPON

Evansville Tool Works, Inc.
Evansville, Indiana

Yes,—send one of your TESTED NAIL SET Displays holding six Self-Centering Nail Sets. (Catalog No. 70.) You may ship through my jobber.

Name of Jobber .....

Our Firm Name .....

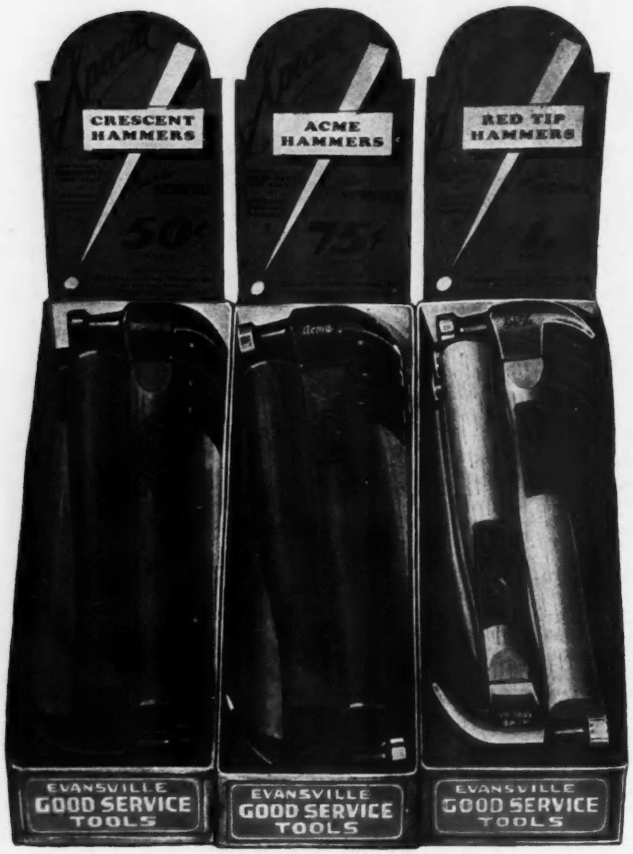
City .....*State* .....

Ordered by Mr. .....

Quick Sales!—with Evansville "Self-Seller" Hammer Tray

Increase Your Hammer Sales

You can sell more hammers with this new Evansville "Self-Seller" Hammer Tray. It gives you the same opportunities for window and counter display that are so necessary in modern merchandising. Past experience has proved our hammer tray to be the logical method through which hardware dealers can increase their hammer sales. This tray reduces your selling expense and increases your profits. It will pay you to feature this "Self-Seller" unit in your window or on your counter. The Evansville Hammers will sell themselves!



CATALOG No. 300

All 16-Ounce Bell Face Hammers

Only 16-ounce bell face hammers are featured in this quick-sale unit. These hammers meet the need of the householder or expert tool user. They are nicely finished, perfectly balanced, and priced to make quick sales.

The Crescent Hammer is painted black, with polished face and green stained handle—good value for 50 cents retail.

The Acme Hammer is nicely ground with black painted sides, polished claw and face, and green stained handle. It retails for 75 cents.

The Red Tip is standard full polished with handle—a real value for $1.00.

Evansville "Self-Sellers" Give Good Display in Mass or Separate Display Units!

Here you see the flexibility of the Evansville "Self-Seller" Hammer Tray. You can feature all three grades of hammers as a compact unit (see above) or you can split the tray into three individual units.

The tray adapts itself easily to mass or individual display for counter, window, or table top use.

Note:—Any one of the three grades of hammers included in this tray can be purchased separately at prices shown below.

OUR PROPOSITION IS—		Dealer's Cost	Retail Value
Cat. No. C-11½	½ Doz. 16 oz. Bell Face CRESCENT Nail Hammers @	$2.00	Net $3.00 ($ .50 value)
Cat. No. B-1841½	½ Doz. 16 oz. Bell Face ACME - - - - Nail Hammers @	$3.00	Net $4.50 ($ .75 value)
Cat. No. 311½	½ Doz. 16 oz. Bell Face RED TIP - - Nail Hammers @	$4.00	Net $6.00 ($1.00 value)
	In all—1½ Doz. 16 oz. Bell Face Nail Hammers	$9.00	Net $13.50

We Will Ship Through Your Jobber — Use This Coupon

EVANSVILLE TOOL WORKS, INC., Evansville, Indiana

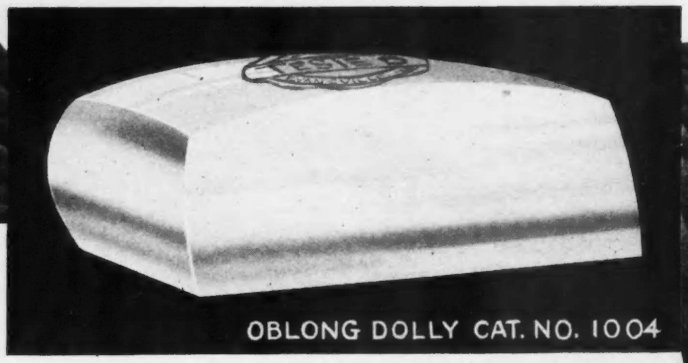
Gentlemen: Send One "Self-Seller" Hammer Tray, and bill through my Jobber.

NAME OF JOBBER..... OUR FIRM NAME.....

JOBBER'S ADDRESS..... ADDRESS.....

Hardware Dealers Have Found New Profits!—

BUILT FOR HARD USE



DROP FORGED FROM SOLID STEEL NOT CAST

OBLONG DOLLY
Cat. No. 1004

A practical, all around Dolly for general purpose use. Has three radiuses, one slight angle side, and two flat sides. Particularly useful on panel and fender work. No other tool just like it!

Evansville Auto Body and Fender Tools Have Opened a Responsive Market

THE reason is evident! Every day the number of automobiles in this country increases. Every day there are more smash-ups, more bent fenders and dented auto bodies. Every day an increasing number of auto repair shops go into business.

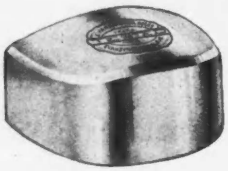
GENERAL PURPOSE DOLLY
Cat. No. 1005

To do this repair work, a new line of tools is needed—and the logical man to supply these tools is the Hardware Dealer. Hundreds of dealers have found this new avenue to greater profit. Auto Body and Fender Repair Tools are now regarded as standard merchandise in all of the leading hardware stores over the country.

Get Your Share of This Business

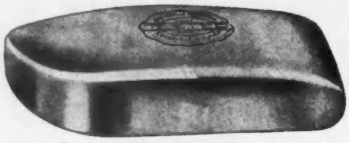
Right in your community there are many garages who are live prospects for Evansville Auto Body and Fender Repair Tools. We have done our part to help you reach these prospects. We have built the Evansville line to satisfy the exacting needs of all auto body factories, repair garages, and auto service stations. Each tool is drop-forged from solid steel, correct in every detail.

It's up to you to cash in on this rapidly expanding market. Only a small portion of the items in our complete line is shown on this page. We will ship through your jobber—but send today for our illustrated catalog and price list.



HEEL DOLLY
Cat. No. 1000

DING DOLLY
Cat. No. 1003



TOE DOLLY
Cat. No. 1001

EVANSVILLE TOOL WORKS, Inc.

Forgers of Hammers, Hatchets, Axes, and Mechanics' Tools

EVANSVILLE INDIANA

There May Be

The Evansville Hammer Display TRAY Idea has Sold over 150,000 Hammers in only 18 Months! . . . . .

and there's a good reason—

WHEN this display tray was originated the hardware trade received it with unusual response! It was the first sensible suggestion any hammer manufacturer ever made to help retailers combat the growing competition with chain and catalog stores. The result has been sensational! . . . Over 150,000 Evansville Hammers were sold through this display tray idea in eighteen months. . . . And many dealers tell us that it is the only practical selling suggestion ever offered—to convince the consumer, at a glance, that the independent hardware dealer does provide merchandise of high quality, at a very attractive price. . . . The idea has gone over big! We are proud of the good it has done, and we are proud of the generous support it has received from the trade.

Talk is cheap! We're not offering any *"guesses"* about how you should run your business. . . . We know you are *in business to make profit.* We know you want good merchandise, at *competitive prices,* that you can feature and sell—*at a profit.* . . . That's the logic behind the Evansville Hammer Display Tray.

Imitations, BUT-

CATALOG
NO. 90

. . . A *Sensible Money-Making Display Tray* . .

Compact, useful, attractive, inviting—here's a display tray that fits on your counter, and into your idea of quick turnover. The Tray and Display Back are FREE. The carton is complete —ready to go to work the minute it reaches your store.

Dealers—Here's the Proposition:

THIS IS WHAT YOU GET	YOUR COST	RETAIL VALUE
½ Doz. 16 oz. Bell Face Crescent Nail Hammers . .	**@ $2.00**	**Net $3.00 (50c each)**
½ Doz. 16 oz. Bell Face Acme Nail Hammers	**@ $3.00**	**Net $4.50 (75c each)**
½ Doz. 16 oz. Bell Face Red Tip Nail Hammers . . .	**@ $4.00**	**Net $6.00 ($1.00 each)**
IN ALL 1½ Doz. 16 oz. Bell Face Hammers	**$9.00**	**$13.50**

Display Tray Furnished FREE . . . The Crescent Hammer is painted Black, has a Polished Face and a Green Stained Handle—a good quality tool for 50c retail . . . The Acme Hammer is nicely ground with Black Painted sides, Polished Claw and Face, and Green Stained Handle—a real value to retail at 75c . . . The Red Tip is Standard Full Polished, with natural grain White Handle—an unusual value for $1.00 . . . (*All* 16 *oz. Bell Face Pattern Hammers, Drop Forged—not cast—each individually tempered.*)

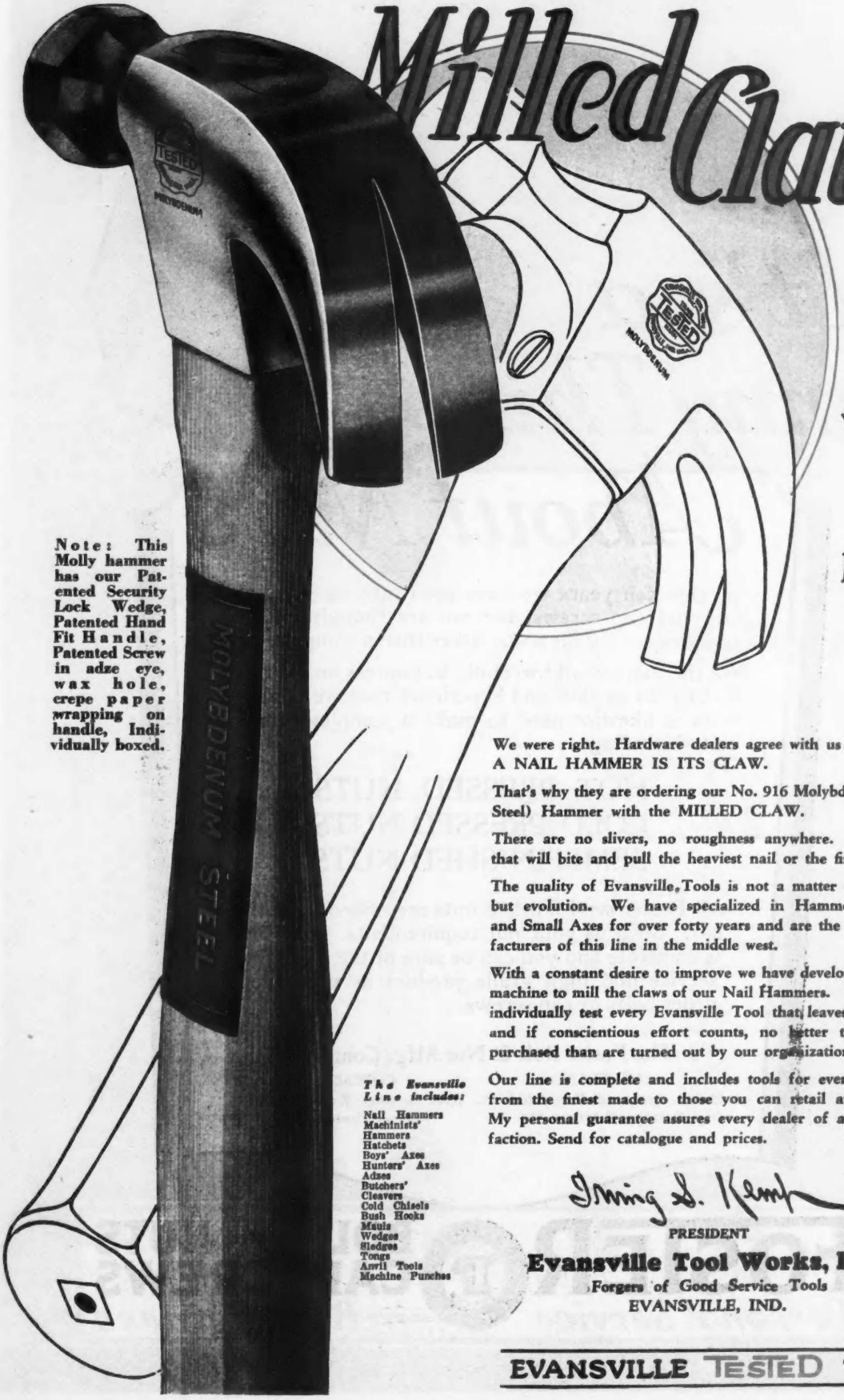
Any hardware jobber can supply you! Just mention the Evansville No. 90 Hammer Tray—or if you want quick action, write to us. We'll ship at once and bill through your jobber.

EVANSVILLE TOOL WORKS, Inc., Evansville, Ind.

For Over Forty Years, Makers of Good Service Tools

Milled Claws

GO OVER WITH A BANG



Note: This Molly hammer has our Patented Security Lock Wedge, Patented Hand Fit Handle, Patented Screw in adze eye, wax hole, crepe paper wrapping on handle, Individually boxed.

We were right. Hardware dealers agree with us that 75% of A NAIL HAMMER IS ITS CLAW.

That's why they are ordering our No. 916 Molybdenum (Molly Steel) Hammer with the MILLED CLAW.

There are no slivers, no roughness anywhere. Just a claw that will bite and pull the heaviest nail or the finest brad.

The quality of Evansville Tools is not a matter of revolution but evolution. We have specialized in Hammers, Hatchets and Small Axes for over forty years and are the oldest manufacturers of this line in the middle west.

With a constant desire to improve we have developed a special machine to mill the claws of our Nail Hammers. We, actually, individually test every Evansville Tool that leaves our factory and if conscientious effort counts, no better tools can be purchased than are turned out by our organization.

Our line is complete and includes tools for every purpose—from the finest made to those you can retail at fifty cents. My personal guarantee assures every dealer of absolute satisfaction. Send for catalogue and prices.

The Evansville Line includes:

Nail Hammers
Machinists' Hammers
Hatchets
Boys' Axes
Hunters' Axes
Adzes
Butchers'
Cleavers
Cold Chisels
Bush Hooks
Mauls
Wedges
Sledges
Tongs
Anvil Tools
Machine Punches

Irving L. Kemp
PRESIDENT

Evansville Tool Works, Inc.
Forgers of Good Service Tools
EVANSVILLE, IND.

EVANSVILLE TESTED TOOLS